



PCI Compliance Driving Business for Qualys Partners

New payment card industry (PCI) and government regulations are placing a premium on network security and driving compliance initiatives worldwide. As a result, Qualys Partners are seeing significant growth in their business as they help organizations meet these new requirements – especially the PCI Data Security Standard (PCI-DSS).

Qualys' PCI On-Demand Partner Program enables Partners and security consultants to immediately launch a targeted campaign to address their clients PCI compliance needs. As mandated by the PCI-DSS, QualysGuard satisfies both the Internal & External Quarterly Scanning Requirements for PCI. Delivering a highly accurate, simple to use platform for PCI scanning has made QualysGuard the industry standard for PCI compliance. In fact, over 50% of all PCI Security Standard Council's Approved Scanning Vendors (ASVs) and Qualified Security Assessors (QSAs) have already standardized on QualysGuard for their PCI scanning services.

Program Partners benefit by being able to easily pass the PCI Council's Test in order to certify as an ASV. QSA Partners that provide the Annual On-Site Assessment for Level 1 Merchants also benefit by being able to provide their customers with the PCI Certified Quarterly Scans, thus satisfying both the ASV & QSA validation requirements.

Even if you're not PCI Certified, you can still resell Qualys' PCI Scanning Solution to your clients. In this case Qualys will assume the role as the Approved Scanning Vendor and work with the client on all ASV related activities.

If you would like more information on how Qualys can help you satisfy your customers PCI requirements please see our PCI Partner Program at: <http://www.qualys.com/partners/pci> or contact bweidel@qualys.com.

QUICK TIP: Though Acquiring Banks currently only require external scanning report submissions for PCI compliance, focus on providing your customers with both external and internal auditing – offering QualysGuard Enterprise or QualysGuard Express – as these services have full PCI reporting capabilities and offer complete vulnerability management functionality.

IN THIS ISSUE:

- 1 COVER**
PCI, COMPLIANCE DRIVING BUSINESS FOR QUALYS PARTNERS
- 2 PRODUCT NEWS**
QUALYSGUARD 5.1 WITH COLLABORATIVE REPORT CENTER

QUALYSGUARD PCI NOW SUPPORTS CVSS BASE SCORE
- 3 LEAD GENERATION**
4 GREAT OFFERS TO GENERATE MORE LEADS
- 3 SALES TIP**
UTILIZE QUALYS TECH TEAM & CLOSE MORE DEALS
- 4 OBJECTION HANDLING:**
PENETRATION TESTING VS. VULNERABILITY ASSESSMENT
- 4 SALES RESOURCES**
NEW PARTNER PROGRAM GUIDE AVAILABLE

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- AUG. 28:** DALLAS
- AUG. 29:** DENVER
- SEPT. 5:** GERMANY
- SEPT. 6:** LONDON, UK

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- OCT. 11:** GERMANY
- NOV. 5:** CHICAGO
- NOV. 7:** NEW YORK

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Product News

QualysGuard 5.1 with Collaborative Report Center

The first major update to QualysGuard 5.0, will offer an improved methodology to run reports once and share them with other users – promoting collaboration with business unit owners and other security and compliance professionals. With the release of QualysGuard 5.1, enterprise users can take responsibility for risk posture within the organization through awareness of vulnerabilities on hosts that are critical to their key processes. The new Report Center functionality is available for QualysGuard Enterprise customers and allows for a single report to be stored for a specific period of time so that other users can be notified and have access.

In addition to the 5.1 release, Partners can expect a new API for Report Center that automates the launching, retrieval, and management of reports.

Qualys will also supply a supported script to automate these capabilities for integration with other storage solutions

The 5.1 release will also incorporate advanced report filter options – allowing reports to be created containing any combination of vulnerability types and severities. Per customer and Partner feedback, QualysGuard 5.1 will now support the transfer of ownership of scan templates, option profiles, asset groups and other business objects from one user to another. This allows the application to better support on-going changes in personnel.

QualysGuard 5.1 Availability:

* August 25, 2007 (US platform)

* September 1, 2007 (EMEA platform)

Product News

QualysGuard PCI Now Supports CVSS Base Score


QualysGuard PCI now supports CVSS version 1.0 base score within all PCI reports. This will enable you or your customers to determine which vulnerability severities are required to be remediated prior to achieving compliance with the PCI scanning standard. CVSS is an industry standard newly adopted by PCI to standardize vulnerability measurement across all Approved Scanning Vendors.

Coming in September: Qualys has enhanced QualysGuard PCI by allowing customers using the application to run their PCI scans on individual IPs and generate a “Network Status” report, which will

automatically calculate a PCI compliance status based on the last 30 days of scans. This makes it easier for you or your customers to remediate and run clean scans so that compliance is achieved on all systems in scope for PCI.

For online submission to your Acquiring Bank(s), Qualys will update the application to allow multiple banks to be added.

The preceding features and many more will be made available in QualysGuard PCI 2.0 during September 2007.

 **FAST FACT:** QualysGuard is the widest deployed security on demand solution in the world, now performing over 150 million IP audits per year and growing annually at more than 46%. As the de-facto standard for vulnerability management, QualysGuard is used by over 3,000 customers, 30% of the Fortune 100 and over 200 Forbes Global 1000 companies.

Lead Generation: 4 Great Offers to Generate More Leads

As you may know, Qualys offers Partners the ability to place links on their website and utilize customized Qualys & Partner registration pages that can be used to generate leads specifically for your company.

Each Partner will have a specific lead source identification code (LSID) that will be used in the registration URL to enable accurate tracking and distribution of the lead to your account. In addition, Qualys can help customize the landing page so that it is co-branded to include your logo.

Here are 4 effective lead generation activities and associated registration pages you can place on your website by simply changing the LSID code:

Free Trial

LSID Code: <http://www.qualys.com/forms/?lsid=xxxx>
When prospects register using the Free Trial link, their contact information is sent to you for immediate follow-up. To enable you to qualify the prospect, a QualysGuard trial account is not automatically generated for the lead. As the point of contact, you are able to create the evaluation account for the prospect by logging into QualysGuard Back Office.

Free Scan

LSID Code: <https://freescan.qualys.com/?lsid=xxxx>
The prospects who register using the Free Scan url will automatically receive a link to launch the free scan via email. The lead contact details will then be sent to you for follow-up.

PCI Trial

LSID Code:
http://www.qualys.com/forms/trials/qg_pci/home/?lsid=xxxx

The PCI trial will give the prospects who sign up direct access for 14 days to scan up to 3 IPs and view their PCI scan results. The Partner will then try to sell a QualysGuard PCI package (or complete QualysGuard service) to qualified prospects.

SANS Top 20 Scan

LSID Code: <https://sans20.qualys.com/?lsid=xxxx>
The prospects who register using the SANS Top 20

Don't have an LSID code?

Contact partner-marketing@qualys.com for assistance.

Sales Tip: Use Qualys Tech Team & Close More Deals

One of the most effective sales and marketing tools available to Partners is utilizing Qualys representatives to help you in sales opportunities with existing customers and prospects. Whether the meeting is in-person or via the phone or web, the product expertise and focus brought to the table by a Qualys representative can help you solve problems and open doors that might be closed to you working alone.

Just as importantly, joint calls can boost long-term effectiveness for you and your team by giving you a chance to learn one-on-one about the details of QualysGuard and how it solves the security needs of your clients. Qualys personnel available to Partners for joint sales calls (based on the need or opportunity), includes:

- * Executives
- * Technical Account Managers
- * Product Development
- * Support
- * Inside Sales & Field Reps
- * Finance

Take advantage now by contacting your Qualys Partner/Alliance Manager to arrange assistance.

Objection Handling: Penetration Testing vs. Vulnerability Assessment

“Why do I need QualysGuard if we already do Penetration Testing?”

There is some confusion within the security industry about the difference between Pen Testing and Vulnerability Assessment (VA) as they are often classified as the same thing, when in fact they are quite different. In most cases, what companies actually seek is VA despite the more “exciting” sounding Pen Test.

A Pen Test mainly consists of a VA, but it goes one step further by simulating and/or executing an attack. The process involves an active analysis of the system for any weaknesses, technical flaws or vulnerabilities. This analysis is carried out from the position of a potential attacker, and can involve active exploitation of security vulnerabilities – risking knocking down systems. Any security issues that are found will be presented to the system owner together with an overall assessment of their impact. These findings are often accompanied with a proposal for mitigation services.

A Vulnerability Assessment is the process of identifying and quantifying vulnerabilities in a system. A VA is what most companies generally perform, as the systems they are testing are both staging and production systems and can't afford to be disrupted by active exploits which might crash the system.

Additionally, while Pen Tests are usually exhaustive attack simulations focused on a singular asset/website/server/IP or single attack vector, VA can be automated and scale across an entire infrastructure.

Key elements to a network VA include:

- 1 Cataloging assets and capabilities (resources) in a system.
- 2 Assigning quantifiable value and importance to the resources.
- 3 Accurately identifying the vulnerabilities or potential threats to each resource.
- 4 Mitigating or eliminating the most serious vulnerabilities for the most valuable resources first.
- 5 Verifying fixes and mitigation efforts.

As described, a VA is generally what a security consultant is contracted to do – not to actually penetrate the systems, but to assess and document the possible vulnerabilities and recommend mitigation measures and improvements. Using QualysGuard, this entire VA process is automated and simplified. This enables you to deliver greater value to your customers and improve your operational efficiency.

Sales Resources: New Partner Guide Now Available

To help you get the most out of your Qualys Partnership, we've created a new Partner Program Guide. The Partner Program Guide contains important information and available resources to help you grow your business.

- **Want to learn how to better identify and qualify prospects?**
- **Need to know how to run a successful proof-of-concept trial?**
- **Looking for promotional email templates?**

It is all in the Partner Program Guide. To get yours today, contact your local Qualys Partner/Alliance Account Manager or email us at partner-marketing@qualys.com.